



## **PineWorks**

New Zealand's biggest range of large and custom made planter boxes.

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### **The Client**

Since its establishment in 1990, PineWorks has offered quality planter boxes to New Zealanders nationwide. To ensure future growth for its business and become a market leader, the company turned to Supply Digital to deliver a search marketing strategy to boost sales enquiries, and an offline strategy creating a network of distribution partners.

### **Strategy & Methodology - SEO + Google Ads**

In order to position PineWorks as the market leader, we developed an aggressive SEO and PPC (Pay-Per-Click advertising) plan to ensure maximum visibility across the search results and to achieve their digital marketing goals.

After an in-depth analysis, we were able to select relevant target keywords that would ensure qualified leads to the site. We also created landing pages and implemented strong call to actions and unique selling propositions across the site in order to achieve a high conversion rate and differentiate ourselves from the competition.

We used a multi channel PPC strategy using the latest features available across the Google Ads platform. By combining different channels including Search Ads and Display Ads, we were able to gain a stronger visibility across the Google Search and Display networks to dominate our rivals.

As always, we offered an exclusive agreement meaning we would not work with any of our client's competitors. Our exclusivity model ensured that all our energies are invested in propelling PineWorks to the top.

## Key Results



Our leads focus strategy led to incredible results for the client, with our partnership becoming a success story.

Within a year of working with PineWorks, we were able to increase total traffic to the site and leads by 30% and 34% respectively. In 2020, we achieved a growth in visitors and conversions of 45% and 47% respectively. Overall, comparing website performance for the period April 2019-2020, website traffic jumped by 61% while the volume of sales enquiries rose by 54% compared to the previous period.

Organically, we achieved top ranking positions both across the Google Maps listing and the website. Organic traffic and conversions increased by 59% and 84% respectively within a 2 years period.

We had a list of 29 SEO keywords and the rankings increased by 438 positions overall. Here are some of the top ranking improvements achieved across some of the most competitive and high search volume keywords:

Pineworks in 2024, reduced our marketing engagement due to supply struggling Meet demand. This has resulted in a significant investment into automation of their manufacturing, which will then allow them to broaden their client base to Australasia.

## Distribution Network

A Marketing Strategy to target a reputable nationwide distribution network was executed by the Supply Digital team. Sales and marketing resources combined to facilitate connections leading to key introductions and supply contracts.

### **CRM and System Integration**

Implemented and customised Zoho CRM, Zoho One custom app, integrated with website and Xero Accounting software.